

Message Text

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ORIGIN COME-00

INFO OCT-01 AF-06 EUR-12 ISO-00 EB-07 /026 R

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EUR/RPE/RBRESLER INFO

----- 000417

R 230005Z DEC 75

FM SECSTATE WASHDC

TO AMEMBASSY BERLIN

AMEMBASSY BONN

AMEMBASSY HELSINKI

AMCONSUL MILAN

AMEMBASSY STOCKHOLM TEL AVIV

INFO AMCONSUL AMSTERDAM

AMCONSUL DUSSELDROF

AMCONSUL FRANKFURT

AMEMBASSY LAGOS MUNICH

UNCLAS STATE 301079

E.O. 11652 NA

TAGS: BEXP, XG, IS

SUBJECT: OUTLINE FOR SUBMISSION OF DATA RE IN-STORE

--- PROMOTIONS PROPOSALS

1. IN ORDER TO ASSURE A WELL PLANNED PROMOTION PROGRAM WHICH WILL REFLECT FAVORABLY ON THE FINAL OUTCOME OF ANY IN-STORE PROMOTION WHICH MAY BE PROPOSED FOR CONSIDERATION IN FUTURE FISCAL YEARS, THE FOLLOWING INFORMATION SHOULD BE OBTAINED FROM DEPARTMENT STORES PROPOSING A PROMOTION OF U.S. CONSUMER GOODS:

--A. IDENTIFICATION OF THE RETAIL OPERATOR: THE POST

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--- SHOULD INDICATE WHETHER THE STORE IS FINANCIALLY AND

--- OPERATIONALLY CAPABLE OF SUCCESSFULLY CARRYING THROUGH
--- THE PROJECT.

--B. DESCRIPTION OF THE PROPOSED PROMOTION:

-- 1. PROJECTED VOLUME OF PURCHASES AT MANUFACTURERS
SELLING PRICE.

, LISTING OF PRODUCT CATEGORIES TO BE FEATURED.
2. LISTING OF PRODUCT CATEGORIES TO BE FEATURED.

--3. NEW-TO-MARKET PRODUCTS EXPECTED.

--4. PURCHASING PLANS: ARE BUYERS TEAMS, BUYING OF-
--- FICES, WHOLESALERS, ETC. TO BE USED?

--5. SALES PROMOTION PLANS: SPECIAL ADVERTISING, DIS-
--- PLAYS, CONSUMER ATTRACTIONS, INCLUDING AMOUNT EX-
--- PECTED TO BE SPENT AS SALES PROMOTION.

--6. DATES AND DURATION.

--7. NUMBER AND LOCATION OF OUTLETS INVOLVED.

--8. ANY PROVISION OF SPECIAL EXHIBITS, DECORATIONS.

--9. ASSISTANCE TO SPECIAL BUYING TEAMS TO BE SENT TO
--- U.S.

-- 10. ANY OTHER PERTINENT DATA WHICH WILL ENABLE COMMERCE
--- TO GET BETTER PROFILE OF THE STORES PROPOSING TO
--- HOLD IN-STORE PROMOTIONS. KISSINGER

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TAGS: BEXP, XG, IS
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